ISSN 1059-1249

Volume 33 No. 3

# the magic lantern Gazette

collecting... projecting... and sharing

## salesman's display unit

- see page 18

Magic Lantern Society of the United States and Canada

# Two Different Books Available

The Magic Lantern in the Northwest

52 pages

**Table of Contents**
**When lanterns were used in NW**
**Asahel Curtis creator of lantern slides**
**Canadian Pacific Railroad**
**Magic Lantern slides**
**Others Created Magic Lantern slides**
**Those that used slides to tell stories**
**Slides that show the Northwest**
**Others were told about the Northwest with slides and readings**
**Manufacturers and producers of lantern material**
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**The Last Magic Lantern Show**
**Contributors**

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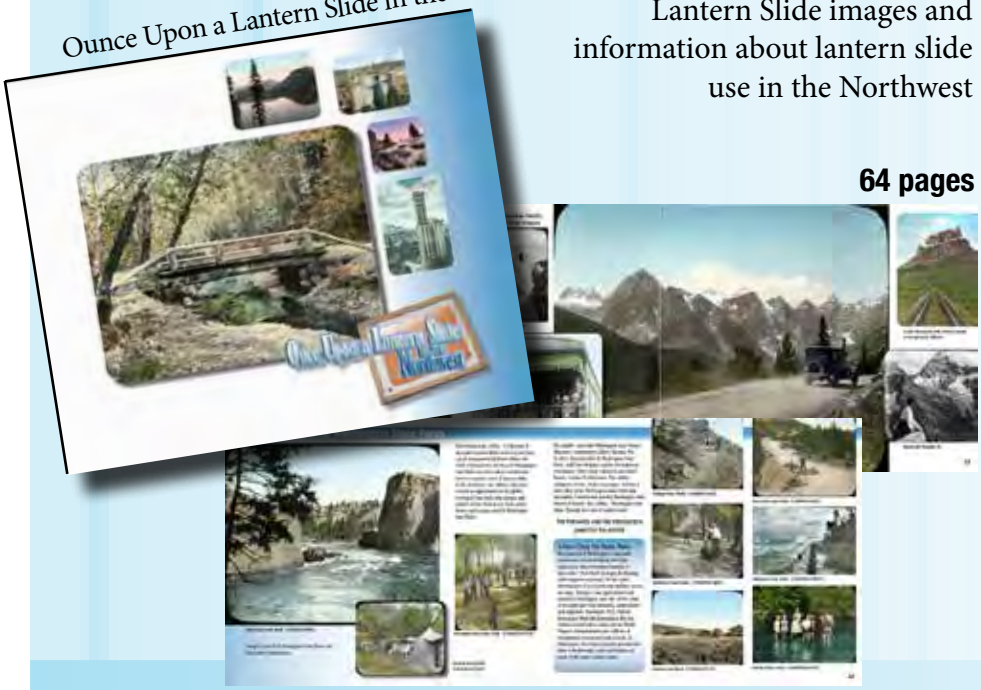
Ounce Upon a Lantern Slide in the Northwest



Lantern Slide images and information about lantern slide use in the Northwest

64 pages

**Table of Contents**
**About the Magic Lantern**
**What Type of Images Did They Project?**
**Slides that Moved**
**Slides of the Northwest From or By Others**
**Others Created Lantern Slides of the Northwest**
**Early Use of Slides in the Northwest**
**Slides Producers**
**Lantern Slides Document Story in 1911**
**Slides from 1930**
**Northwest Pioneer Used Lantern Slides**
**Slides for Telling Stories**
**Slides in Walla Walla**
**Canadian Pacific Railroad Slide Use**
**Slides of Sedro-Wooley**
**Slides of the Dream Theatre Sedro-Woolley**
**Advertising Slides**
**Coming Attraction Slides**
**Local Sedro-Woolly Artist Created Slide Art**
**Slide Art Created by Richard Odlin**
**Sedro-Woolley Moral Presentation**
**Photographer that Created Moral Slide Show**
**Slide Images of Washington State Parks**
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**Knights of Pythias**
**Slide Images Display Northwest History**
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*Contact Larry at: designerlc@comcast.net Payment to Ron Easterday-Treasurer, Magic Lantern Society, upon payment books will be shipped.*

# Editorial

We make no apology for setting down the history of the Magic Lantern Society of USA and Canada! We thought that we were familiar with its history - we knew the people who founded it, we enjoyed their performances and the conventions, the joy of meeting up with fellow members. Then as we reflected on all that the Society has brought into our lives we realised that we now have a new generation of members who will have heard of these legendary figures, but will never have the pleasure of the company of such great characters. We are so grateful to Ron Easterday for setting down the early history and beginning to put the human face on these names before their memory fades.

Joe and Alice Koch, their son and daughter-in-law, Mike and Sharon, the Old Projectionist (also known as Bob Bishop) and others, Sharon was a past President - a lovely lady who described herself as a professional volunteer! - and Leora Wood Wells, our first newsletter editor. More recently we have lost Ralph Shape, the President who encouraged us all to 'keep our lanterns shining', Jack Judson, Richard Balzer, John Potter - the list goes on. If you have a special memory of any of these or other people please do not hesitate to share it with us! Please note that the Society Bylaws can be found on Page 26 of this journal, should you wish to examine them.

Terry's Tips continues with advice on the music and musicians that complement your shows. Terry's performances are always memorable for the wonderful dramatic presentation, and who could forget the beautiful playing and singing of our lovely friend Nancy Stewart? We too have found the Church a useful place to start seeking musicians and singers!

As we write this on a very dull and wet day, we have found ourselves smiling and singing along with Dick Moore's contribution on the Strawberry Blonde - the band truly does play on - and it is interesting that the audience was encouraged to 'sing-a-long' as archived on these rare slides. Also interesting to see such slides still being included in a movie film!

What a fascinating artifact Larry Cederblom found (and subsequently bought) on eBay when he spotted a Salesman's lantern slide display box with storage for thirty advertising slides. Attracted by the Art Deco presentation, he has shared his investigation into the slide making firm which produced the slides. Larry and Dorothy Easterday have set out the story of E C Plume & Co together with examples of the lovely art work.

It is time to send you, on behalf of the whole Committee, our very best wishes for Christmas and the New Year 2022.

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## President's Message

Are we finally going to wake up some day to find the pandemic subsiding? Can we once again see magic lantern shows, hold regional magic lantern meetings, hold a convention, and see each other? Here's looking forward to that day.

Our New England area members are planning for a time this spring to hold a group gathering in Massachusetts. Please fill out their survey, which should appear in your email box if it hasn't already.

I expect the Northwest group will gather soon, especially now that our Canadian and US members can cross borders to see each other. Several of us were able to get together when society vice president Karl Link made a cross-country trip to visit the other board members. An enjoyable visit, hopefully the first of many to come.

In the meantime, there are online opportunities. Terry Borton continues his Magic Lantern Performing Group zoom meetings every other Thursday. Contact him at tborton@magiclanternshows.com if you'd like to participate. If you are aware of other online or in person activities, please let me know so I can add them to the calendar (briandrogers@gmail.com).

We continue to look for new articles, pictures, stories and listings. The society, the Gazette, and the Research Supplement are made better by each of us participating.

Keep the Magic – Brian Rogers
President

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# The Founding of the Magic Lantern Society of the United States and Canada

by Ron Easterday

**"What good is a hobby if you can't share it?"**

*(Joe Koch, co-founder of the Magic Lantern Society of the United States and Canada)*

**Introduction**

Over the years several published and unpublished documents have traced the founding and history of the Magic Lantern Society of the United State and Canada. Now that more than forty years have passed since its inception - the exact date is up for debate - it seems appropriate to compile a comprehensive account of the Society.

This article compiles information from both the documents listed in the Sources List and this author's personal recollections. While various historic accounts cite slightly conflicting information, no significant discrepancies were discovered between the various writings. All errors and omissions are solely the responsibility of this author. I encourage those interested in a fuller history of the Society to examine the source documents for additional details and personal accounts.

We owe many thanks to the founders of the Magic Lantern Society of the United States and Canada, the collectors and acquaintances who influenced them and early members who contributed to the foundation of the Society.

**When was the Society started?**

The *Magic Lantern Society of the United States and Canada* sometimes referred to as "The American Society" neglecting our friends and members to the north, was co-founded by Joe and Alice Koch of Auburn, Washington.

The simple question of when the Society was started has no simple answer, depending how you define the beginning. For years the Society's published Constitution began with this statement "The Magic Lantern Society of the United States and Canada was founded in 1977 by those who shared a common interest in the Magic Lantern and Lantern Slides". True, it was in October 1977 when Joe and Alice Koch galvanized their resolve to form a Society and recruited its first members, resulting in three members in addition to themselves. Other accounts call 1978 the founding year, as a national magazine article resulted in a baseline contingent of 30 members. Yet other documents state January 1, 1979 as the "official founding" date, with 1979 coinciding with the first Society publication, the ML Bulletin, in April of that year. Joe stated in his recounting of the history of the Society: "The second year, 1979, was dues free because we had not mailed out any publications. I had $800 of my own fronted money in the project." In the majority of Joe's accounts he states 1977 as the founding date and that is the date I believe the Society should use.

**Joe and Alice Koch's Interest in History**

This author believes it was Joe and Alice's dedication to a wide range of historical subjects, not just magic lanterns, that gave them the will and tenacity to take on the task of forming a national, indeed international, Society from scratch. It took years to come to fruition and a personal financial commitment to kick it off as previously noted. As such, I offer a few examples of the Kochs' other historical interests so you get to know them better. These recounts primarily list Joe, however we all know Alice was right by his side in all these endeavors.

As Leora Wood Wells aptly described in her 1986 recounting of the history of the Society, "Joe, a retired naval officer, and his wife Alice headed the White River Valley Historical Society in the State of Washington for several years, and it was their interest in all aspects of history that led them into exploration of the literature and lore of magic lanterns." Indeed, Joe served multiple terms as President of the relatively new White River Valley Historical Society starting in 1962 after he retired after 25 years of service in the Navy and the Kochs co-founded the present White River Valley (History) Museum in 1965, in Auburn.

Joe often recalled the story that he had always been interested in history since third grade, when he was the only student that knew the answer to a question on Greek mythology as "Medusa." Joe helped found the King County (Seattle area) Association of Historical Societies in 1977 and in 1991 wrote a book telling the story of Lt. William Slaughter, an infantry officer

who died in an Indian skirmish in the vicinity of present-day Auburn, WA in 1855. Auburn was Joe's hometown: "The whole town is a favorite of mine. It's all so damned interesting" Joe said.

Joe purchased a 1909 edition of a Dictionary of Chinook Jargon, a Pacific Northwest Native American tribe, first published in 1872 for four dollars in California "That's why I love old bookstores elsewhere, they don't know what its worth up here." It contained a brief history of the Chinook language, English to Chinook, and Chinook to English translations. Joe facilitated a reprint of the book in 1991 to commemorate Auburn's centennial sponsored by the local Muckleshoot tribe, at times donating his personal funds to help finance the project. "Everyone should have one in their glove compartment for ready reference," Joe said, "Then when you drive around, and see all the Indian names, you can look them up."

**Formation of the Society and its Early Years**

Bitten by the 'Lantern Bug'

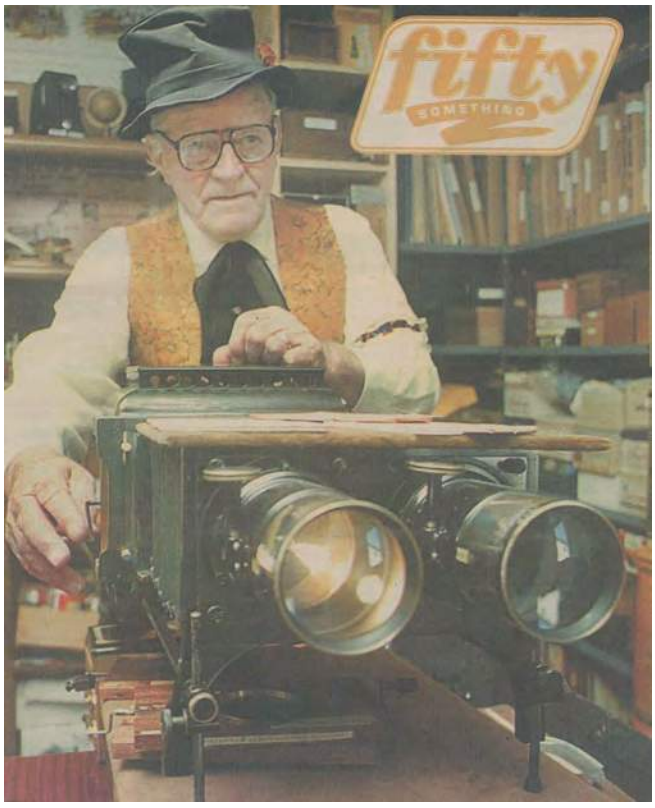
In 1968 Joe and Alice saw Robert (Bob) Bishop, who billed himself as The Old Projectionist, or often as "T.O.P.", performing a magic lantern show at the Washington State History Museum in Tacoma WA. As Bob later put it referring to the Koch's who stayed asking questions long after the show, "and before I could warn them, they were bitten by the lantern bug!"

*Carm and Bob Bishop, circa 1970s*

Searching for magic lanterns and slides, they were unable to find anything until a trip to London in 1970 where Joe and Alice purchased their first lantern at Dickens Old Curiosity Shop. It was an E.P. "Laterna Gloria" children's lantern in its original box and cost £15. This was followed by a stop in Brussels, Belgium, where Joe purchased more children's slides at a "flea market" in the town square.

Meanwhile, T.O.P. continued to perform ML shows in the Pacific Northwest, following the footsteps of Galen Biery, a member of the Whatcom County (WA) Museum who had been re-creating shows since 1958, using a magic lantern with slides he made from photographs. T.O.P had been bitten by the 'lantern bug' in the 1960's after being introduced to some "exquisite antique slides" by Lawrence Denny Lindsley, grandson of David and Louisa Denny, members of the Denny family that founded Seattle.

In 1972 Joe talked to Bob Bishop about starting a national Society. Bob recounted that Galen Biery had once talked to him about it, saying "You know, Bishop, we should form a club to attract other people who have an interest in magic lanterns" and Bob agreed, "We really should," but nothing came of it.




*Bob Bishop, circa 1997*

Over next several years Joe and Alice purchased individual lanterns, slides, and 3 complete collections. In 1971 they were able to purchase a collection of over 700 slides and a Sears Roebuck lantern from Fred Gee in Salinas, CA, who performed magic lantern shows for years but was now ready to divest himself of his collection. Fred was an insurance adjuster and a lot of his work took him to old movie theaters. Fred had collected many theater advertising slides, coming attraction slides, and theater service slides.

*Joe Koch with lantern - 1999*

In Gee's collection was a catalog for the Jeambey Slide Library of Lincoln, Nebraska, advertising 25,000 slides for rent and sale. Joe Koch wrote the Jeambey Slide Company and received a letter from his widow, Clara Jeambey in 1974; the Reverend Jeambey had died in June of that year. After several months of letters and phone calls, Joe and Alice purchased the entire remaining collection in 1975, including two lanterns and over four thousand slides. The collection was shipped from Lincoln, Nebraska to

Auburn, Washington, but that is a story for another time.

**The First Society Members are Recruited**

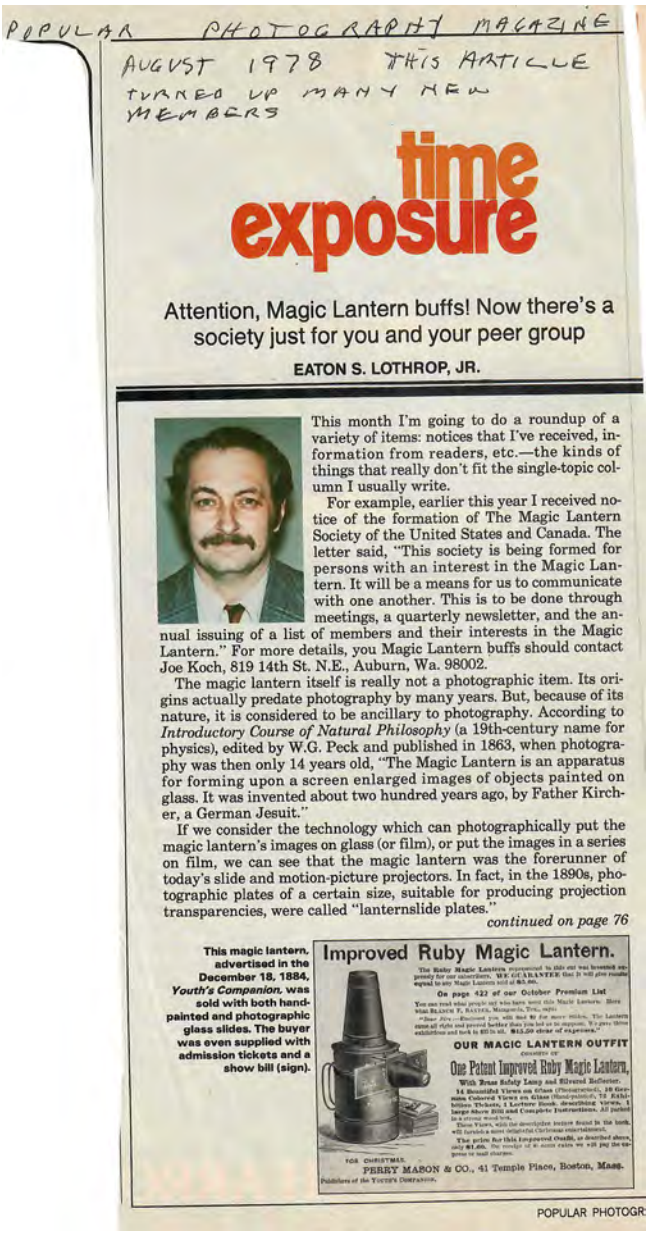
In October 1977 Joe and Alice again traveled to London. During a search for magic lantern slides and literature, they visited the Bethnal Green Children's Toy Museum which had toy lanterns and slides on display. Then it was on to Pollocks' Toy Museum which also had a magic lantern display and regularly gave shows for children. The Director gave them a lead to the Magic Lantern Society of Great Britain, newly formed in 1976, with the contact being the Principal of the Stanhope Institute who turned out to be Magic Lantern Society chairman Ron Morris. Ron serendipitously invited the Kochs to the following Saturday's meeting of the Society on October 15. "The meeting was everything we hoped for and more," said Joe, "There was an exhibit of optical toys, a slide show, and auction (we never believed there was that much magic lantern material in the world)." Joe spent £18 at what was the Society's first formal auction.

After meeting with 30 members of the Society, they returned home four days later enthused and determined to form an organization in the United States. It had been nine years since they saw their first magic lantern show.

The Kochs then ran an ad in *Shutterbug*, a tabloid sized paper for camera buffs. They also visited Alan Cotter in Santa Barbara, CA to purchase one of his books on U.S. camera collectors and news of the soon to be formed Society was included in Cotter's next book. Ron Slaughter, a dealer in Amador, CA, supplied the Kochs with a list of 10 people who had purchased magic lantern materials from him and the Kochs wrote a letter to each one. Dr. Sidney Malitz of Scarsdale, NY was the first member and Harry Fulscher of Elmwood Park, IL the second.

The fall of 1977 Joe and Alice selected 15 or 20 names of people that they thought might have an interest in magic lanterns from the *National Directory of Camera Collectors,* of which three agreed to become members. Word of the Society spread, with members supplying new names of potential members.

One of the first letters from the Ron Slaughter list was copied by a recipient and sent to Eaton S. Lothrop, Jr., a writer for *Popular Photography* magazine, resulting in a column publicizing the new *Magic Lantern Society of the United States and Canada* in August 1978. Joe is quoted saying "This gave us the national publicity we needed. Within a few weeks we had received several dozen inquiries, eventually generating 175 inquiries, local television coverage, and newspaper articles. Within the first year we had 30 members". "Since 1 Jan 1980 we have picked up 7 more, total to date 52," Joe reported at a Northwest group meeting prior to the first convention in Rochester, 1981. By the end of 1983 there had been a total of 106 members with 83 active members in 1983. Coincidentally, it was an article about the Society that my wife saw in a national magazine in 1993 that led to this writer's discovery of the Society and joining the Society in 1994.



POPULAR PHOTOGRAPHY MAGAZINE
AUGUST 1978 THIS ARTICLE TURNED UP MANY NEW MEMBERS

time exposure

Attention, Magic Lantern buffs! Now there's a society just for you and your peer group

EATON S. LOTHROP, JR.

This month I'm going to do a roundup of a variety of items: notices that I've received, information from readers, etc.—the kinds of things that really don't fit the single-topic column I usually write.

For example, earlier this year I received notice of the formation of The Magic Lantern Society of the United States and Canada. The letter said, "This society is being formed for persons with an interest in the Magic Lantern. It will be a means for us to communicate with one another. This is to be done through meetings, a quarterly newsletter, and the annual issuing of a list of members and their interests in the Magic Lantern." For more details, you Magic Lantern buffs should contact Joe Koch, 819 14th St. N.E., Auburn, Wa. 98002.

The magic lantern itself is really not a photographic item. Its origins actually predate photography by many years. But, because of its nature, it is considered to be ancillary to photography. According to *Introductory Course of Natural Philosophy* (a 19th-century name for physics), edited by W.G. Peck and published in 1863, when photography was then only 14 years old, "The Magic Lantern is an apparatus for forming upon a screen enlarged images of objects painted on glass. It was invented about two hundred years ago, by Father Kircher, a German Jesuit."

If we consider the technology which can photographically put the magic lantern's images on glass (or film), or put the images in a series on film, we can see that the magic lantern was the forerunner of today's slide and motion-picture projectors. In fact, in the 1890s, photographic plates of a certain size, suitable for producing projection transparencies, were called "lanternslide plates."

*continued on page 76*

This magic lantern, advertised in the December 18, 1884, *Youth's Companion*, was sold with both hand-painted and photographic glass slides. The buyer was even supplied with admission tickets and a show bill (sign).

Improved Ruby Magic Lantern.

OUR MAGIC LANTERN OUTFIT

One Patent Improved Ruby Magic Lantern,

PERRY MASON & CO., 41 Temple Place, Boston, Mass.

POPULAR PHOTOGR

**TIME EXPOSURE** *from page 62*

Magic lanterns and slides for them were very popular items in the late 1800s, and the New York firm of T.H. McAllister was the first important dealer in them in America. That company's catalog from the early 1880s is currently available as a 32-page reprint. Besides magic lanterns and microscopes, it shows such other optical "toys" as the kaleidoscope, anamorphoscope, and zoetrope. This catalog and a chronology of the McAllister family business can be had by sending $2.50 to N.M. Graver, P.O. Box 18051, Rochester, N.Y. 14618.

For those interested in such optical items as magic lanterns, stereo viewers, zoetropes, and other simple motion devices (thaumatrope, phenakistoscope, praxinoscope, etc.). I suggest two "ready-to-make" books which tell and show you how to construct such devices. *Photo and Scene Machines* and *Paper Movie Machines* (see "Critical Focus," POPULAR PHOTOGRAPHY, Dec., 1975), both by Budd Wentz, are published by the Troubador Press (385 Fremont, San Francisco, Ca. 94105). Each costs $2.50, contains hours of fun, and if not available through your local book or toy store, can probably be gotten from the publisher.

Joe then met Leora Wood Wells through correspondence that resulted from the *Popular Photography* article and she agreed to become editor of a much-needed Society publication, the yet to be written first issue of the *ML Bulletin. "I owe her my eternal thanks,"* Joe later wrote of Wells.

Unfortunately, this author has been unable to find a listing of those first thirty "charter" members, other than the Kochs themselves, Doctor Sidney Malitz, Harry Fulscher, plus, presumably Leora Wood Wells, Bob Bishop, and Blanch Owens. From early issues of the Bulletin, members whose names you may recognize included Nancy & Margaret Berg and Ed

*Leora Wood Wells*

Lennert. Other early members included, based on notices in the Bulletin, by 1979 Dick Balzer and John Potter, 1980 Larry Rakow, and 1982 Terry Borton.

Early on Bob Bishop was requested to write a mailer to establish the purpose of this new organization, which first were published as follows:

> Establishing contact among member of like interests in magic lanterns and other vintage optional devices, both professional and toy.
>
> Collecting and disseminating information about magic lanterns.
>
> Publishing a quarterly Bulletin and an annual membership list.
>
> Encouraging presentation of magic lantern shows to expand interest beyond collectors to other adults and children who may know

nothing of the use of magic lanterns in earlier generation.

Establishing a medium for buying, selling, or trading lanterns and slides.

A subsequent Membership Application stated revised Purposes of the Society as:

1. Gather together all those with a common interest in the magic lantern and other kinetic "vintage" type optical devices, both professional and toy.
2. To exchange knowledge and information with each other and to encourage the formation of local groups.
3. To collect and tabulate information on magic lantern manufacturers, slide makers, and lantern slide artists.
4. To publish a quarterly Bulletin containing reports from the Chairman, letters and /or articles by both members and nonmembers, want/sale ads, questions and answers and any other pertinent information.
5. Annually, a list of members will be published, listing name, address, phone, occupation, and interests in the lantern field.
6. To establish an inventory of all slide collections held nationally.

Bob Bishop also started a tradition of personally writing a letter to all new members. As an aside, when this author moved from Ohio to the Pacific Northwest in 1998, Bob wrote us a letter inviting us to the next local meeting of the Northwest ML group at his home and including a homemade miniature cardboard replica lantern "Since I have no idea as to whether or not you have a collection of slides, and/or lanterns, I am sending along this little mock Ernst Plank lantern so you never will be with [-out] a magic lantern." and "I do not know if you have joined the Society or not. It does not matter. You are welcome," this from a man who had never met us.

*Bob Bishop's mock Ernst Plank lantern*

**Koch Magic Lantern Shows**

Before the Society was formed, Joe and Alice had already begun performing lantern shows starting in 1972 when Joe was appointed Chairman of the City of Auburn Bicentennial Committee by the Mayor, in preparation for the USA's 1976 bicentennial celebration.

They performed many times over the years, 100 shows by 1979 and 235 shows as of 1997. Always as volunteers, to both entertain and to educate the public about magic lanterns. "We do not charge for the shows but we get back more than we give. We learn from each performance and we like keeping the lantern alive for people of all ages. We give shows for historical groups, services clubs, and church organizations, school and college groups, and in senior citizen centers, tailoring the show to the interests and ages of our audiences. Alice prepares the shows, I project and narrate them. Our shows usually run about 45 minutes," Joe is quoted in 1979, "One audience we'll never forget consisted of 500 hobgoblins – Girl Scouts in full Halloween regalia! The most unusual setting for a performance was a mortuary, selected on a hot summer night because of its air-conditioned comfort".

JOE & ALICE KOCH'S

'MAGIC LANTERN SHOW'

A PAGE OUT OF THE PAST

☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

WE HAVE SUFFICIENT ENOUGH MECHANICAL TRANSPARANCIES TO PERMIT PRESENTATIONS TAILORED TO FIT YOUR ORGANIZATIONS INTERESTS.

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THE WAR TO END ALL WARS
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*Koch Show 'Out of the Past'*

*Koch Show at Clallam County*

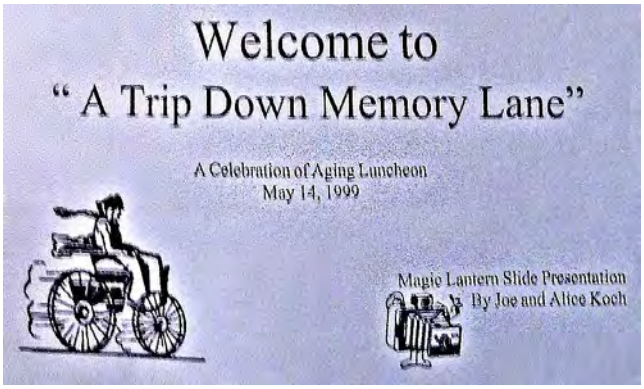
Joe and Alice developed an early typed list of show requirements, some of which might prove useful to you yet today. Joe liked to tell this story, as he did at the 1996 convention, "One of our shows was for a group of Girl Scouts. After the show they all sat down to a 'sit down' dinner and pushed us out the back door." That resulted in their following Rule #6: "If you eat, we eat…" In another accounting of this incident, Joe says "…we were unkindly ushered out before refreshments were served. After that, we established a policy: You eat, we eat."[1]

**"Magic Lantern Show Information Needs**

1. Dark room, minimum 20 feet long.
2. Screen 6'x6' (or sheet, white wall, etc.)
3. Power supply 120/110 volts.
4. Table (larger than a card table, same height)
5. Parking space (nearest to entrance).
6. If you eat, we eat…
7. If a long distance and an evening show, 1 nights lodging and dinner (for 2) plus gas, ferry or bridge fares.
8. Sole Entertainment (we prefer to be the only entertainment) on the bill. If you have other programs, we must be first.
9. Shows are generally 45 to 60 minutes. Less than 45 minutes is not worthwhile.
10. We have many thousands of slides so content of show is flexible.
11. We have mechanical slides, single and double slippers, lever, chromotropes, choreutoscopes, dissolving views, etc.
12. Reconfirm with us about a week before show.
13. For further information call 833-7784.
14. Please send us a copy of all publicity, posters, newspaper clippings, flyers, etc."

*Author's Note: The exception to Rule 6 we experienced after performing for a group that was followed by a pot luck dinner. We, as guests, were assured we did not need to contribute to the pot luck but were welcome to stay and join in for the meal. We were confronted with a meager choice of one casserole of a variety we could barely stomach! Be careful what you agree to!*

*Joe and Alice performing - date unknown*


Welcome to
" A Trip Down Memory Lane"
A Celebration of Aging Luncheon
May 14, 1999
Magic Lantern Slide Presentation
By Joe and Alice Koch

**Society Publications**

Due to the geographically diverse membership of the Society, its publications have always been critical, to disseminate information and create a sense of community among its members.

The first issue of the *ML Bulletin*, with Leora Wood Wells as editor, was issued April 1979 ushering in the beginning of a more formal Society. It was a typed publication, photo-copied or "Xeroxed" for those that remember the term, with photos/images as black/white "Xerox of a Xerox". This continued under the hand of Leora Wood Wells with regular columns such as *Koch's Corner* authored by Joe Koch for three years.

The early Bulletins, as stated in the first issue, Volume 1, No. 1, strove to include in each issue:

- An article on some historical or technical aspect of magic lanterns.
- An item on a personal experience in collecting magic lanterns or giving shows.
- A question-and-answer column through which members can exchange information about lantern manufactures, artists, distributors, types of fuel, etc.
- A list of lanterns, slides, literature and related items members wish to buy, sell or trade.

A valuable early project was announced by Leora Wood Wells in the January, 1982 issue of the Bulletin, Volume 3, No. 4 of the formation of a Bibliography committee to develop a list of reference materials about magic lanterns and related topics, with Robert Woodward volunteering to chair a four-person committee. Listing of reference materials began in the next issue of the Bulletin Volume 4 No 1 and was issued as Parts I-VII in the Bulletin Vol 4 Nos. 2/3 and 4, Vol 5 Nos. 2 & 4, Vol 6 Nos. 1, 3/4 and Vol 7 Nos. 3 and 4. Offers by Terry Borton for a "Script Exchange" soon followed to help share knowledge and resources.

A shift in format came in 1983 when Larry Rakow became joint editor with Leora for two issues then sole editor. Larry enlisted the aid and generosity of Richard Evans, a commercial printer and magic lantern collector near Larry, in Solon, Ohio, who printed the Bulletin at cost. Larry's tenure included some unique issues on 17 x 22 paper, quad folded. Starting with Volume 6, Larry expanded the name to the more descriptive *Magic Lantern Bulletin*. Larry also started a tradition of occasional magic lantern catalog reprints, one that was continued later in the 2000's by editors Sue and Bob Hall which became a tradition with each December issue for many years.

The tradition of a regular personal column that began with *Koch's Corner* continued with a regular column by the President called *The President's Corner* for many years.

Starting in 1989, Larry Cederblom took a turn as editor for 2-1/2 years, beginning with the Fall 1989 issue with a new name, *The Magic Lantern Gazette*.

Other editors followed with Joe Koch, Jack Judson, and Margaret & Nancy Bergh all taking on the duty for short periods, until Bob and Sue Hall took on the task in 1996. The Halls brought on a long period of consistency in format, quality, and regularity that was needed after a few years of transitions.

After the Hall's 10-year tenure as editors, with Larry Cederblom as Gazette graphic designer, Kentwood Wells volunteered to take over editor duties with the Fall 2006 issue, entering into a new era with four color pages in each issue. Spring 2014, with Kentwood continuing as editor, the byline *A Journal of Research* was added to the title, highlighting a renewed focus on magic lantern research articles in the Gazette.

2020 brought on the volunteer efforts of David and Lesley Evans as editors of the quarterly *Magic Lantern Gazette* with full color printing. Kentwood Wells continues to edit Research Supplement publications as academic research articles become available.

February 2010 saw the first issue of a monthly email publication created, designed, and edited by Larry Cederblom. Larry saw the need for a more frequent means of communication for members; provide another benefit of membership, along with a location to

post the ever-growing sources of materials and resources available on the internet. As of this writing, Larry has now created and issued 142 consecutive monthly e-pubs.

A full list of those that gave of their time and talents to the Bulletin and Gazette publications over the years follows this article. This writer encourages new members to peruse the earlier editions of the publications for educational and still applicable articles regarding readings lanterns, slides, performance techniques, optical toys/devices, and information sources. A Date, Title, and Author index was prepared by Sharon Koch and Dorothy Easterday in 2003 and updated to cover the first thirty years of publications 1979-2009 by Dorothy and Ron Easterday, issued in 2010.

**Website and Social Media**

In 1998 Jack Judson had the foresight to register the URL domain *magiclanternsociety.org* and ready the Society for its first internet presence. At the 1998 convention Jack described this, rapidly writing on a white board at the convention hotel. Few of us knew what he was talking about or its impact for the Society and life as a whole. Jack personally paid for the URL registration and for initially setting up the Society website through 2003, after which the Society assumed responsibility. The website has been maintained on a volunteer basis since, mostly by Larry Cederblom. In 2013 Larry coordinated the effort of a third-party website consultant to completely re-design the website.

A magic lantern Facebook page was started by former member Sue Truman around 2014, originally set up with private and public pages; it is now one public page monitored by Society members but it is not an official MLS production.

**Graphics**

The logo of the Society was designed by Larry Cederblom for the 1989 Convention and features an American lantern, the L.J. Marcy Sciopticon, and has been used ever since on Society publications. Larry, a professional graphic designer, has graciously volunteered countless hours of design talent for the Gazette, the e-pub, all the convention logos/graphics that this author can remember, *Magic Lanterns Frequently Asked Questions* handouts, the Society web page, and display posters for shows/exhibits. PDF files of handouts and display posters are available to members for their use.

Others have graciously offered their time and talents to the Society, one of which is Judie Shape lending

*Society logo for 1989 Convention*

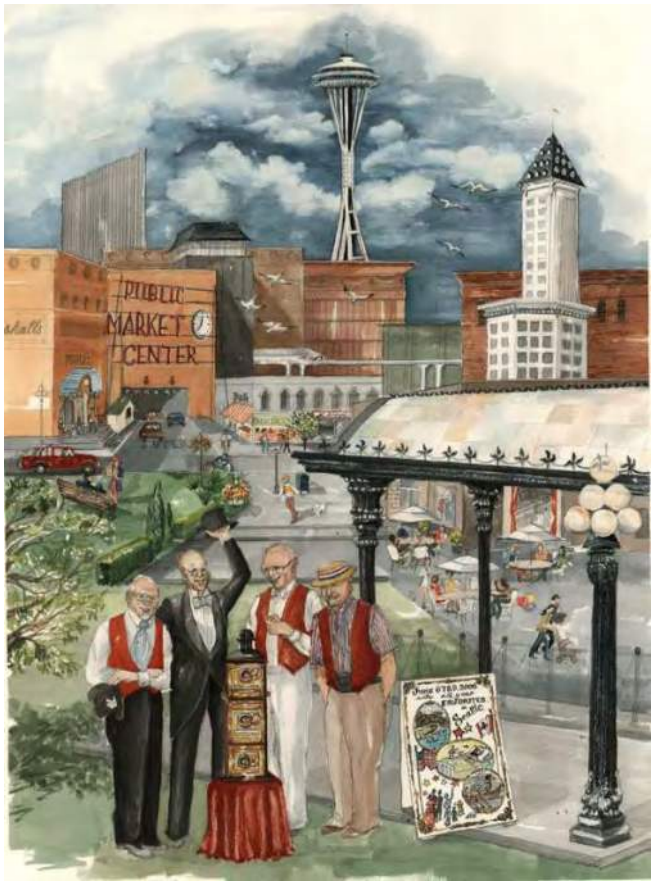
her artistic talents to multiple conventions, including a Seattle-themed watercolor featuring four early Society members and performers in 2006.

**Conventions and Member Meetings**

*Judie Shape and art work for 1998 Convention*

Conventions

Society Conventions became the primary means of members meeting in person due to the wide geographic spread of our Society. The first convention was in 1981, hosted by Ed Lennert in Rochester, New York, with a day at the Monroe Community College followed by a day at the George Eastman House International Museum. There were 19 members with a total of about 41 attendees. Dick Balzer and Larry Rakow teamed as auctioneers, and the auction became a feature of each convention. Larry and Dick were auctioneers for 17 conventions, from the first convention through the 2016 New Orleans convention with the exception 1992, 1996, and 2002 when Dick was unable to attend. Joe Koch later recalled, of the first




*Judie Shape's art work for the 2006 Convention*

convention, "The tone and format was pretty much set for future conventions. Except for some refinement it has remained the same."

Conventions include re-enactments of original magic lantern shows, comical shows, new interpretations of magic lantern entertainment, and research-oriented presentations by members and guests, an auction of lanterns, slides, optical devices, and ephemera, member sales tables, business meeting, and most importantly an opportunity to socialize with other members from around the world.

Conventions, as is the Society as a whole, are all volunteer affairs, with the host, performers, and presenters alike responsible for their own registration and travel costs.

After the first four conventions, starting in 1992, a tradition developed of holding conventions every-other year, with the exception of 2020 due to the world-wide pandemic, and is typically three days long. The location is intentionally moved around the United States and Canada to share the burden of travel between members. Specific locations are dependent upon a local member volunteering to organize and host the event. As such, each convention takes on an unique, local personality, often including a presentation of local history and a tour.

There are three awards for convention presentations: The Honorable Damer P. Waddington Red Cabbage

*Bob Bishop with unknown accompanist at 1989 Convention in Seattle*

Award, which was created at the 1996 San Diego Convention, Joe Koch Memorial Historical Award which began in 2002, and the Leora Wood Wells Research Award starting in 2006.

Oddly, the first Red Cabbage Award was not even

*Joe and Alice at the 2000 Convention*

mentioned in the reviews of the 1996 convention featured in the Gazette Volume 8, No. 1/2, nor Volume 9, no.1. It seems although it was created at the 1996 convention, Betty Peabody considered the 1998 convention to be the first awarding of the Red Cabbage as a vote of attendees. For an explanation of the unique and somewhat contradictory criteria of the Honorable Damer P. Waddington Red Cabbage Award, please refer to its history as told by Betty Peabody at the 2004 convention and documented in the Gazette Volume 16, No. 4, or ask the creators Sue and Bob Hall. While the physical form of this trophy continues to evolve and has even been replaced in its entirety upon occasion, the lucky recipient has the honor of caring for the trophy until the next convention.

Member Meetings

In addition to Conventions, members informally meet, members in the Pacific Northwest meeting 3-4 times a year since 1980 starting with 28 regional members and east coast members often meeting once or twice a year.

*Joe Koch and Bob Bishop at the Northwest local meeting in 1997*

Virtual Meetings

The Spring of 2020 ushered in a new era of postponing in-person meetings and testing new ways to stay in touch. In July 2020 Terry Borton reported on a virtual performance they recorded ahead of time and streamed with a live Q and A session at the end. Terry founded and has been hosting semi-monthly virtual Performer's Group Meetings since to exchange performance tips and techniques and an opportunity for members to practice performances. While this format was precipitated of necessity, it has proven to give opportunities for members spread apart geographically to easily participate.

*Terry Borton does a virtual show in 2020*

**Membership**

The Society has attracted a wide range of individuals from casual collectors, professional collectors (museums, institutions etc.), researchers, performers, and those interested in what is generically called pre-cinema entertainment. Geographically membership is certainly not limited to residents of the United States and Canada, to date the Society has or has had members from all continents of the world with the exception of Africa and Antarctica. Society membership since 1991, the earliest this author has record for, has been as high as 142 members with a median range of 128 members.

Membership and Dues

The Bylaws define membership classes as Regular Members, Institutional Members, Commercial Members, Honorary Life Members, and Founding Charter Members. The Society has adopted a policy of reduced dues for first year members and for students engaged in study through college, including advanced professional degree programs. Honorary Life members pay no dues.

While membership runs the calendar year from January 1 – December 31, the Bylaws generously allow membership to continue April 1 of each year. It seems members have always been more focused on lanterns and slides than paying dues, as from the start you will find multiple reminders and pleas for over-

due dues to be paid starting with Joe Koch and the Secretary-Treasurers that followed him. In January 1982, with the Society just over four years old, Joe laments that of 70 members more than a third had not yet paid dues for the year.

Honorary Life Members are those "Individuals deserving of special recognition by virtue of long service, outstanding contribution or extraordinary action in the field of collection, publication, or who have brought significant attention to the Magic Lantern or related materials" according to the Bylaws. This honor is granted only upon unanimous recommendation of the officers of the Society. Indeed, this honor is granted sparingly, with only three individuals named in addition to the founders Joe and Alice Koch in over 40 years: John Ripley, whose contributions are documented by Nancy Bergh in the Fall 1989 Gazette Volume 1, Number 1, followed by Bob Bishop and Jack Judson in 2004.

Potential members find the Society in a variety of ways such as word of mouth, the Society website, internet searches, academic research circles, or attending a member's magic lantern show or display. Joe Koch established early on a tradition of hosting an annual informational table at the Puget Sound Photographic Collectors' Society show and sale in the Seattle area, the largest show-sale of photographic equipment in the western United States, which started in 1981. Through this effort members have found the Society, such as long-time member Larry Cederblom who met Joe Koch and Bob Bishop at the camera show display in 1979 and has been a member since 1987. Larry has for years led the annual effort to host a display table and greet visitors ever since.

**Finances, Legal Status, and Purpose of the Society**

The Society has always operated as a volunteer, non-profit organization. Income is from member dues. All officers are volunteers and the Society has no paid staff.

Officers are elected for roughly two-year terms, with ballots issued during a convention year and counted at the convention and results announced, with the exception of 2000. New officers take office at the close of the convention and the term lasts until the next convention.

The only other sources of income are occasionally selling hard copies of past issues of the Gazette and income from Society conventions. Conventions are intended as break-even enterprises, balancing income from attendee registration fees, sales table rental, and share of auction sales against convention expenses. A few conventions have required modest subsidies from the Society with others generating a net profit.

The Society has operated as a non-profit and is a registered non-profit corporation in the State of Washington. The Constitution and Bylaws were originally written by Bob Bishop and adopted in 1981, with the original purposes of the Society updated in the Bylaws with four formal Purposes stated in Article II, Section 1.

The Bylaws were updated in 2010 and adopted by a vote of the membership in 2011 to allow electronic voting, address the possibility of a tie in officer elections and with the intent to align the Bylaws with United States Federal 501(c)(3) non-profit requirements; however the Society has not filed for this status.

The original Society Bylaws required a financial statement to be issued by the Treasurer by November 1 of each year; accordingly, the fiscal year was considered to be October 31 - November 1. Starting with the 2011 By-law revisions, the fiscal year was changed to the calendar year and an annual report of income and expenses is prepared and issued by the Treasurer no later than January 31 for the prior year.

At various times, such as the 2000 and 2006 convention business meetings alternate, shorter names for the Society have been suggested, such as The Magic Lantern Society of the Americas, but these proposals never gained much traction and have not been adopted, thus the original, full name remains as the Kochs first created it.

**Closing**

It took the efforts of Joe and Alice Koch nine years from first being bitten by the 'lantern bug' until a fledging Society was formed and another year and a half before the first publication was issued. We have them to thank for their perseverance that the Society exists. Thanks to all members, past and present, that have served the Society in so many capacities for keeping the dream of Joe and Alice alive all these many years.

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The Society could not have been founded and grown over the years without the hard work of many members, both named and unnamed, whose efforts make this group possible.

## Our Officers

**Founding Charter Members** - Alice and Joe Koch

**Chairman**

1977 – 1984 Joe Koch
1984 – 1989 Dick Blazer

**President**

1989 – 1996 Jack Judson
1996 – 2000 Bob Hall
2000 - 2004 Ralph Shape

2004 – 2008 Sharon Koch
2008 – 2010 Dick Moore
2010 - 2014 Debbie Borton
2014 - 2018 Ron Easterday
2018 - current Brian Rogers

**Vice President**

1989 – 1996 Larry Cederblom
1996 - 2004 Homer Peabody
2004-2008 – Larry Rakow
2008 – 2016 Larry Cederblom
2016 – 2018 Brian Rogers
2018 – Current Karl Link

**Secretary/Treasurer**

1977 - 1984 Alice Koch
1984 - 1987 Terry Borton
1987 – 1989 Jim Flanagan
1989 – 1996 Bob Hall
1996 - 2000 Ralph Shape
2000 - 2004 Sharon Koch
2004 - 2008 Dick Moore
2008 - 2014 Ron Easterday
2014 - 2018 David Evans

**Secretary**

2018 – Current David Evans

**Treasurer**

2018 – Current Ron Easterday

**Honorary Life Member Awards**

Joe and Alice Koch
1989 John W. Ripley
2004 Bob Bishop
2004 Jack Judson

**Bulletin/Gazette Editors**

1979 - 1981 Leora Wood Wells
1982 - 1983 Leora Wood Wells & Larry Rakow
1983 - 1986 Larry Rakow
1987 - 1988 Ed Lennart
1989 - 1991 Larry Cederblom
1992 - 1994 Joe Koch & Jack Judson
1994 Jack Judson
1995 - 1996 Margaret & Nancy Bergh
1996 - 2006 Bob & Sue Hall
2006 – 2019 Kentwood Wells
2020-current David and Lesley Evans

Gazette Graphic Designer
1989 – 2006 Larry Cederblom

**Gazette Publisher**

2020 – current Larry Cederblom

**Gazette Research Supplement Editor**

2020 – current Kentwood Wells

**Epub Editor and Publisher**

2010 – current Larry Cederblom

Webpage Management
1998-2003 Jack Judson
2003-2004 Terry Borton
2005 – 2006 Sharon Koch & Dorothy Easterday
2006 – current Larry Cederblom

**Conventions/Chairpersons**

1981 - Rochester, New York/Ed Lennert
1984 – Cleveland, Ohio/Larry Rakow
1987 – Boston, Massachusetts/Dick Blazer
1989 – Seattle, Washington/Larry Cederblom
1992 – San Antonio, Texas/Jack Judson
1994 – Niantic, Connecticut/Terry Borton
1996 – San Diego, California/Homer & Betty Peabody, Ralph & Judie Shape, Don & Michaella Curran
1998 – Cleveland, Ohio/Larry Rakow
2000 – Hollywood, California/Randy Haberkamp & Jere Guldin
2002 – Rochester, New York/Ed Lennert
2004 – San Antonio, Texas/Jack Judson
2006 – Seattle, Washington/ Sharon Koch & the Northwest Corner
2008 – Washington, DC/Tom Rall/David Francis/Joanne & Harry Elsesser
2010 – Bloomington, IL, David Francis, Josh Marsh, and Dick Moore
2012 – Tacoma, WA, Sharon Koch, Larry Cederbloom, and the NW corner group
2014, Boston, MA, Dick Balzer, Patti Bellinger and & Debbie Borton
2016 – New Orleans, LA, Steve Barnes and Sandy Cranfill
2018 – Victoria, BC, David and Lesley Evans

**Awards**

**Research Prize**

Annual $1,000 prize fund established at the 2006 Convention for the best research related to the magic-lantern by a graduate student in the United States or Canada, as judged by the Research Committee.
2012 - Esther Morgan-Ellis *"After the Ball"* published in the Summer 2011 Gazette
2013 - Jeremy Brooker "*Signor Topsey-Turvey's Wonderful Magic Lantern: Subversion, Inversion and Transformation in the Land of Dreams"*published in the Summer 2013 Gazette

**Honorable Damer E. Waddington Red Cabbage Award**

1996 Convention - Damer Waddington *"Scientific Phaenomena"*
1998 Convention - Damer Waddington & Homer Peabody *"Excelsior"*
2000 Convention - Ralph Shape *"The Magic Lantern Goes to War"*
2002 Convention – Larry Rakow *"The Professor Optix Magic Lantern Show"*
2004 Convention - Dick Moore *"Continuing Saga of Puck and his Pig"*
2006 Convention – Bob and Sue Hall "Peck's Bad Boy Exposed"
2008 Convention – Dick Balzer "*25 of Life's Most Infrequently Asked Questions*"
2010 Convention - Larry Rakow "*Lantern Slides and Movable Books"*
2012 Convention - Larry Cederblom/Group Northwest for "*Projecting from the Rear"*, Knights of Pythias tour and show, Keith Lowe and C. Van Sandwyl *"Mr. Rabbit's Symphony of Nature"*, David and Lesley Evans presentations and overall great convention teamwork
2014 Convention The Wonder Show "*The Arctic Theatre Royal"*
2016 Convention Mitsue Ikeda-Tanaka and the Mitsue Troupe *"Nishiki Kage-e Ikeda Gumi: The Law of Reincarnation of an Old Fox"* and *"Kari-Sya"*
2018 Convention Bob and Sue Hall, *"Safe Sex for Boys"*

**Joe Koch Memorial Historical Award**
2002 Convention - David, Lesley & Michael Evans *"F. Jay Haynes – Photographer of the West"*
2004 Convention - Larry Rakow *"The Great Johnston Flood of 1889"*
2006 Convention – Bruce Gronbeck *"The Journeys of Jacob Riis's Magic Lantern Pictures Through Time"*
2008 Convention – Ian and Margery Edward "*From Convict Hulks to US Battle Fleet (Australian History from First Settlement 1788 to the Visit of US Battle Fleet 1908)*"
2010 Convention - Kentwood Wells "*George Reed Cromwell: America's Most Famous Forgotten Magic Lantern Lecturer*"
2012 Convention - The Williams Family: Jackie Fisher & Lynne Martin: *"Williams Family Traveling Picture Show"*
2016 Convention Margaret Bergh, Sean Sharp, Louis Mayer & Larry Rakow: *"Picture the Songs: Dixie Days Song Slides of the Sunny South"*
2018 Convention – Bob Winquist, Edward S. Curtis, *The Picture Opera.*

**Leora Wood Wells Research Award**
2006 Convention – Erkki Huhtamo *"Magic Lanterns and Moving Panoramas in the 19th Century"*
2008 Convention – Terry and Debbie Borton "*Before the Movies: Magic Lantern Entertainment and America's First Great Screen Artist, Joseph Boggs Beale*"
2010 Convention - Richard Crangle: *The Temperance lantern in South-East England & Internet Research Resources"*
2012 Convention - Gart Westhout: *"A Japanese Christmas Carol"*
2016 Convention – Adrian Kok and Else Flim*: "Charles Dickens and the Magic Lantern in his works, his public readings, and the combination in the Dutch Dickenstheater"* and *"Charles Dickens' public readings by the Dutch Dickenstheater"*
2018 Convention – Janelle Blankenship, *Science, Art, History, and travel to Distant Lands – Max Skladanowsky's "Projection for all Slide Company.*

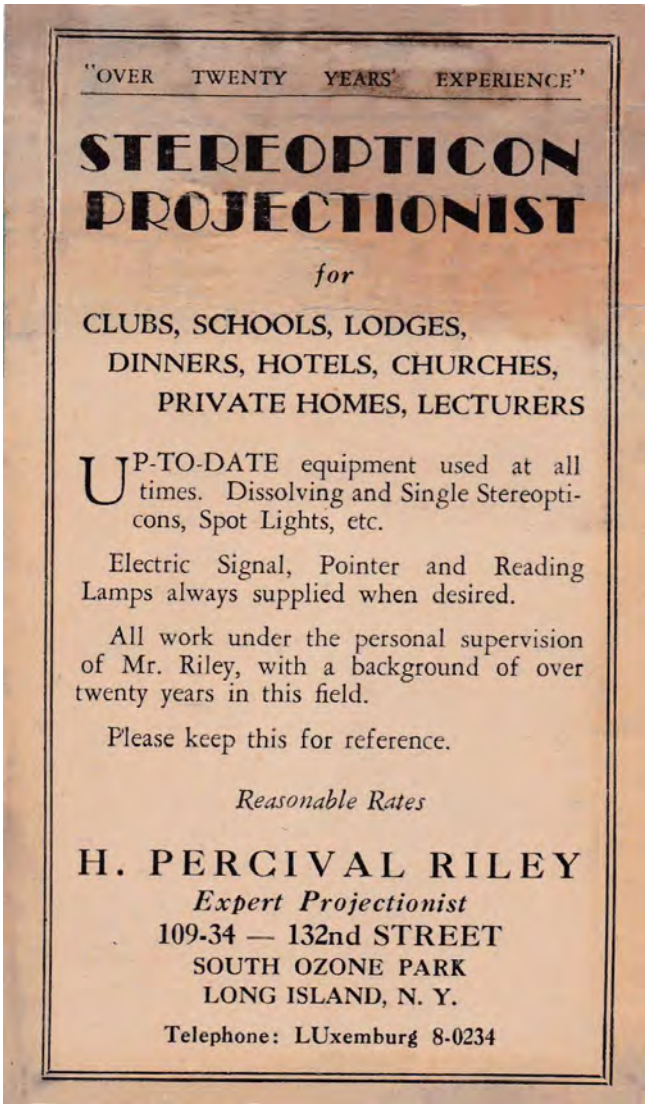
## The H P Riley Collection

Your editors have recently acquired the remaining stock, ephemera etc of the former lantern slide manufacturers, slide sales and rental firm of H Percival Riley of New York. The majority of the ephemera date from the post-war period up to the 1950s. The firm specialised in religious stories, hymns and readings, the slide collection itself consisting of a thousand or more slides and as many glass negatives. A brief viewing of the negatives seems to show a great many portraits, which might indicate that the firm also operated at least one photographic studio.

The Riley family was connected with Riley Brothers in UK, but the relationship is at present unknown. Much research remains to be completed and we hope to keep you updated from time to time about progress.

The firm traded under various styles - H Percival Riley, Riley Brothers - and at several addresses in New York State.

Amongst the various catalogues produced by Riley's, there is one from Riley Brothers of 16 Beekman Street, New York consisting of more than 220 pages of Apparatus and slides introducing their new Kineopticon movie projector dated 1897. It includes illustrations of a wide range of lanterns, gas generators, cinematographs and accessories as well as a huge variety of slides. Later catalogues include two from the Riley Optical Instrument Company of 150 Fifth Avenue, New York. We hope to establish dates and addresses in the near future. If anyone has further information about the company please let us know.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# Collection Item Leads to A Story

**Larry Cederblom**

One thing that I've found out about collecting magic lantern material is that it often leads to a great story. For example the collection of slides by Asahel Curtis that I purchased at the annual Puget Sound collectors camera show led to the 1911 story of the "Pathfinder trip to Hazelton, BC from Seattle," and their use of lantern slides to promote "The Good Roads Program." And then there is the online collection of slides about a 1912 Sedro-Wooley bank robbery, the slides are held by the Sedro-Wooley Historical Society Museum. These led to the mystery of who produced the moral lantern slide show that was shown in a local theatre. Now that brings us to a special piece in my collection.

## The Salesman's lantern slide display box

My love of the art on lantern slides led me to make the purchase on Ebay, thirty advertising slides and a storage/ display box. The art of these slide is very art deco and from the early 1900s. A great deal of information is on the slide mat. Company name, Edward C. Plume Co., "The Sunlight of Publicity", and the company address in Chicago. Again with the help of Dorothy Easterday, expert researcher, a story presented itself.

Looking at the slides that came with the slide display box , these were of various industries, clothing, home services and furnishings, jewelry, beauty products and the banking industry. There were also miscellaneous products such as hardware, health products, musical instruments, and announcement slide about economy.

After receiving a great abundance of information from Dorothy Easterday about Edward C. Plume Co. I started to learn more about who created these fantastic slides. I could now put a time period, location and philosophy of the E C Plume Company's approach to advertising.

I'm able to establish a time line of the E C Plume Company. An early want ad in the Chicago Examiner October 1911 appears to be close to the beginning of the company. There are many publications during 1912 through 1916 that there are articles and advertisements from and about the company. The Music Trade Review Dec 1916 had Edward C. Plume's obituary.

One of the most informative articles about the Plume Company was in The Music Trade Review 1914 complete with pictures.

## The E C Plume Co Story

From the Music Trade Review 1914

## "Pure Advertising" Laboratory.

The interesting story of the Edward C. Plume Co., a house which creates strong, ethical convincing advertising matter for merchants and those in other lines of trade.

CHICAGO, III., February 2.—The Review takes genuine pleasure in presenting views of the general office, copy and art rooms of the Edward C. Plume Co., of this city. The reason for the "pleasure" is that the company is doing a work thoroughly in accord with the private convictions and public propaganda of The Review along the lines of "pure advertising."

of his present business Mr. Plume had associated with him B. L. Kelley in an advertising concern, and his experience in that line opened his eyes to the wide field for the right kind of advertising matter in the piano as well as other lines of trade. The Edward C. Plume Co. was established with ample financial backing, with Mr. Plume as president and Mr. Kelley as assistant treasurer and secretary.

While the activities of the company along advertising lines run in various channels, it features high grade newspaper advertising copy handsomely illustrated, artistic mailing folders and advertising slides for the use of the merchant in exploiting his product in moving picture theaters. Reproductions of some of the piano advertisements put out by the Edward C. Plume Co. have appeared in The Review from time to time. The series is a remarkable one in that the announcements while forceful, convincing and calculated to get results, are absolutely ethical and are such as to exalt the standard of

General Offices of the Edward C. Plume Co., Chicago.

The Edward C. Plume Co., as the readers of The Review well know, was founded several years ago by E. C. Plume, who was for a number of years the Western wholesale manager for the Columbia Graphophone Co., and in that capacity came in contact with many piano and musical instrument dealers and naturally is conversant with conditions in this trade. In the period between his resignation from the Columbia Co. and the founding

the individual merchant and the trade in the mind of the public.

The first of the three views here presented shows the company's general offices, which occupy a large part of the third floor of 417-421 South Dearborn street and the entire street frontage. Mr. Plume's office is in the front on the right hand side. Mr. Kelley can be seen in his office

President E. C. Plume's Private Office.

at the right in the rear, and to the left is shown the office of J. L. Fraser, sales manager. The copy and art room is next to Mr. Plume's office, but is not shown in the general view.

The Laboratory.

In the second view Mr. Plume is seen in his private office in consultation with W. F. Schramm, the advertising manager. We cannot just recall whether this picture was taken at the time when they were discussing the securing of the services of "Penny" Ross, in devising a series of Mamma's Angel Child folders, or whether it was when the Plume Co. bought out a large Cincinnati advertising service concern. After careful reflection, however, we are inclined to think that it shows the presidential and copy-creating brains working on an extension of the company's excellent piano advertising service.

The offices, however, are splendidly equipped for the great educational campaign which Mr. Plume has under way, and which means so much for the uplift of advertising in the piano trade.

Those members of the piano trade who have already made use of the Plume Co.'s advertising service are enthusiastic regarding the originality of the ideas embodied therein and the character of the copy, as well as of the results produced thereby, in the line of prospects and sales. It is the sort of advertising that stands the test.

Hand Colored Advertising Slide Service
For Progressive Retail Piano Dealers
ALSO COPYRIGHTED MAILING FOLDERS
A Beautifully Illustrated Sales Tool That Will Bring Business to Your Store
EDWARD C. PLUME COMPANY
417-421 S. Dearborn Street
CHICAGO, ILLINOIS

**1913 Music Trade Review ad.**

Put Your Business Before The People Where They Can't Get Away From It.
—AT THE—
MOVING PICTURE SHOW
By Far The Most Artistic Creations on the Market
—Only One Dealer In A Town Can Have Them
Samples and particulars sent free upon application
EDWARD C. PLUME COMPANY
417 South Dearborn Street, CHICAGO, ILLINOIS

**1913 Music Trade Review ad.**

**Examples of E. C. Plume Company slides**

## Some thoughts about Advertising in the early 20th century

From Music Trade Review 1915 pg 63

## Plume Talks Advertising.

In one of his periodical letters to the traveling salesmen of the Edward C. Plume Co., of this city, "creators of intensive advertising," President Edward C. Plum; under date of June 25, takes a cue from the convention in Chicago of the Associated Advertising Clubs of the World. Mr. Plume's letter in part is as follows :

"This has been advertising week in Chicago. We have had with us during the last few days practically all of the most prominent advertising men in the United States—men who make the wheels of industry turn–who are the greatest factors in the business of today. These men have made the great manufacturing enterprises–many of them, what they are–through advertising. These great concerns do not advertise because they are big, but are big because they have advertised and do advertise. The men who have met here in convention have made these great selling campaigns and are therefore responsible for the enormous outputs of the many great manufacturing enterprises of today.

"The Edward C. Plume Co. does for its various clients that which the National Agency does for the large manufacturers just mentioned; in fact, we are in a class by ourselves in our field of endeavor, and it is with pride that our salesmen can offer the various examples of salesmanship on paper which we are able to give the merchant. In the various talks which I have heard during the convention, it has been generally conceded that there are two prime factors in advertising.

"One of which is the newspaper and, second though only by a small margin, the direct mailing process of reaching the desired consumer. When these two great mediums are combined they make a system absolutely un-approached so far ahead of other forms of advertising that they are not to be put in the same category.

"It is our ambition to give our clients at all times that which will bring results. In this ambition, we have been successful, for we have brought results to thousands who have been fortunate enough to purchase, through our salesmen, our various advertising materials. Our success is demonstrated by the many testimonial letters received by this firm."

## Salesman Sample Display Box

This slide display box is 11.375"L x 4"H x 5.75"W and weighs about 6 pounds. The center area is a light box. This was battery powered and activated by the yellow button above the screen in the center. The box holds thirty lantern slides.

Salesman samples are used to demonstrate features to retailers or potential customers. Also known as salesmen samples or salesman's samples, were popular in the late 19th and early 20th centuries, as they were easily transportable by traveling salespeople and allowed dealers to display a variety of items in their showrooms that could then be ordered directly from a manufacturer.

Salesman's samples were used to show close-up examples of theater advertising slides. The slides were labeled with a product name and company logo. Often, the samples were carried in a specially designed briefcase, which sometimes contained several versions of the same item in a range of colors, styles, or finishes.

## A little imaginary story to illustrate

The year is 1914 and we are with an advertising agent for the clothing trade.

We join the agent at the garment store ***The Toggery***. "Good morning Mr Jones, I'm Mr Doobie, a representative of the Edward C Plume company, Sunshine of Publicity from Chicago".

"Our service is well known among the clothing trade and comprises high-grade dignified effective advertising for use in newspapers, mailing folders, and a line of beautifully hand-colored slides. I'm here to show you how we can promote your business in your local moving picture theatre. We have created an example slide that could appear here in your theatre." Let me show you some samples of what we have produced for the clothing trade.

**More examples of E. C. Plume Company slides**

The Plume Publicity System should be made part of your selling organization. These slides are painstakingly designed, carefully executed, and hand-colored to create the finest selling product. A slide will reach 1,000 theater patrons more cheaply than the same amount spent in a daily newspaper. Put your business before the people where they can't get away from it, at the moving-picture show.

And so this might have been the way it was.

# THE STRAWBERRY BLONDE - MOVIE AND LANTERN SLIDES

Dick Moore

I recently came across a nostalgic B/W film from 1941 "The Strawberry Blonde" starring James Cagney, Rita Hayworth, Olivia de-Haviland and Jack Carson. (Promotional materials referred to it as simply "Strawberry Blonde.")

The story is set in the 1890s in New York City. The main character Biff Grimes (Cagney) falls in love with Virginia, the strawberry blonde society girl (Hayworth). However, Biff's more enterprising pal Hugo Barnstead (Carson) wins her affections. Biff, while still smitten with Virginia, marries the less glamorous Amy Lind (de Haviland) who is madly in love with him and, as time goes by, he realizes she was the right girl for him all along.

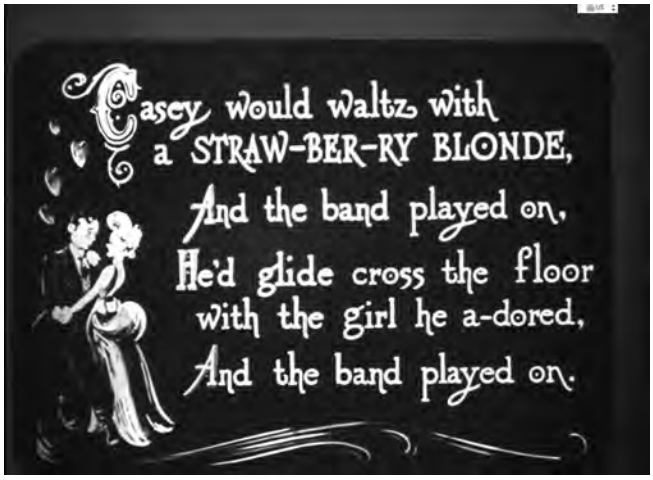
It's a romantic comedy that features songs of the era including "Bill Bailey", "Wait till the Sun Shines Nellie" And the main theme song "The Band Played On", which is sometime referred to by the opening line "Casey Would Waltz With a Strawberry Blonde".

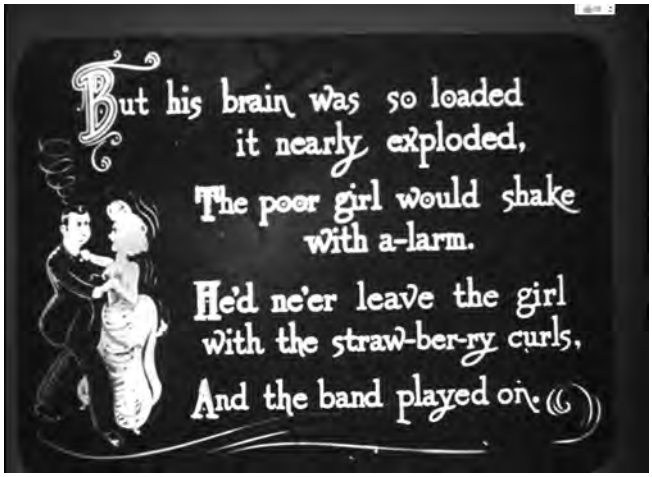
My reason for bringing this to everyone's attention is that at the end of the film, just when you expect the credits to roll, up pops a Lantern Slide that says:

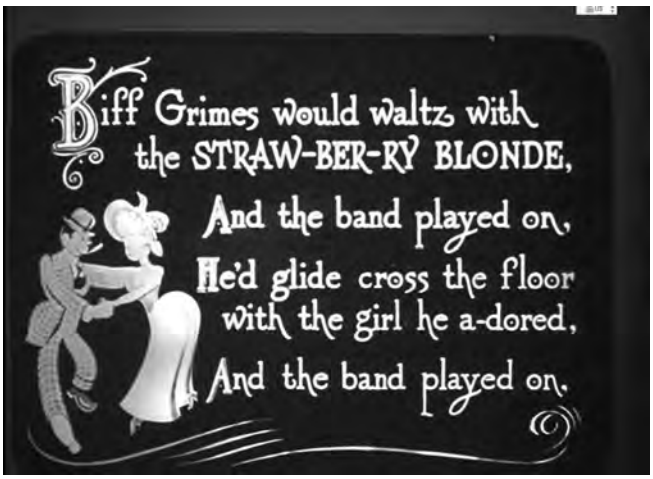
ONE MOMENT PLEASE!
The management has had a goodly number of requests from our golden voiced patrons asking that everybody here join in singing
"AND THE BAND PLAYED ON"
ALL RIGHT FOLKS, LET'S GO!

The music for the song starts up and there are four chorus song slides followed by a "Thank You Come Again" Slide. Then the credits roll.

I had never seen this before at the end of a movie, and thus wanted to share this with everyone. If you are aware of other films that incorporated song slides at the end please let me know.


Casey would waltz with a STRAW-BER-RY BLONDE,
And the band played on,
He'd glide cross the floor with the girl he a-dored,
And the band played on.


But his brain was so loaded it nearly exploded,
The poor girl would shake with a-larm.
He'd ne'er leave the girl with the straw-ber-ry curls,
And the band played on.


Biff Grimes would waltz with the STRAW-BER-RY BLONDE,
And the band played on,
He'd glide cross the floor with the girl he a-dored,
And the band played on.

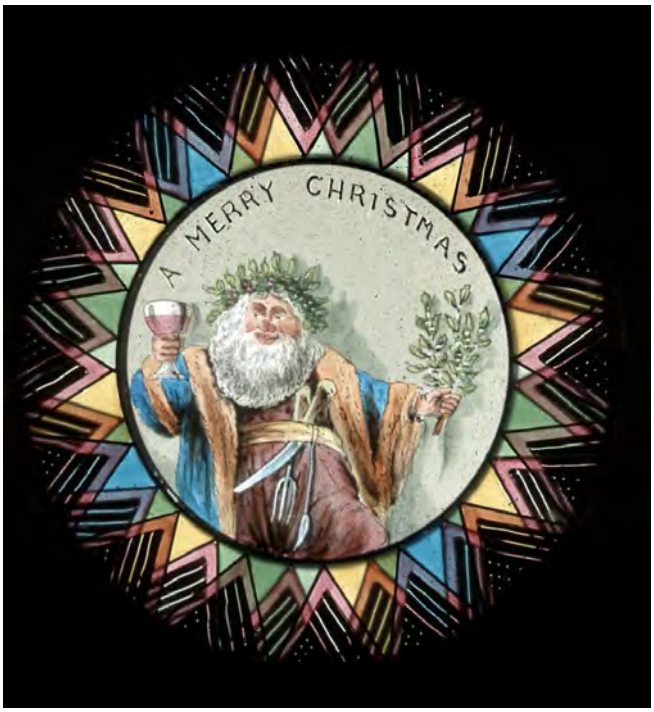
For his heart was so loaded
it near-ly ex-ploded,
As he waltzed with her in
his arms,
He'd ne'er leave the girl
with the straw-ber-ry curls,
And the band played on.

Here is the YouTube link for it.

https://www.youtube.com/watch?v=CaIBGEVUFHQ&list=TLPQMjAwOTIwMjFz3yPMBOnL2g&index=2

You will also find some additional YouTube shorts from the movie. Enjoy!

x. THE OPTICAL LANTERN.
RILEY BROTHERS, LIMITED,
THE LARGEST LANTERN DEALERS IN THE WORLD.
SAFETY ABSOLUTE.
AUTOMATIC ACTION PERFECT.
The "RILFORD"
Automatic Oxygen Generator,
Price, £5 10s.
Oxygen generated as the Lecture proceeds. Exceedingly efficient with single Lanterns and Blow-through Jets or Saturators. Very economical in working.
SEND FOR DESCRIPTIVE PAMPHLET.
SOLE MAKERS OF THE
"LAWSON PATENT SATURATORS,"
"PRAESTANTIA" 4-guinea Lantern, etc., etc.
Catalogues, post free, 6d. Hire Lists, free.
55 & 57, Godwin Street, BRADFORD.



**MAGIC LANTERN SOCIETY OF THE UNITED STATES AND CANADA**

# CONSTITUTION

## PREAMBLE

The Magic Lantern Society of the United States and Canada was founded in 1977 by those who shared a common interest in the Magic Lantern and Lantern Slides.

Members meet regionally and country wide, as well as individually, presenting exhibits, lantern shows and sharing information.

## BYLAWS

### ARTICLE I

#### Section 1: Name of the Society

The name of the society shall be the Magic Lantern Society of the United States and Canada, hereinafter known as The Society.

### ARTICLE II

#### Section 1: Purposes of The Society

The purposes of The Society shall be:

A. To establish an organization of people and entities interested in the collection, possession, conservation, restoration and maintenance of Magic Lanterns, Lantern Slides and related materials;

B. To encourage members to share their knowledge of Magic Lanterns, Lantern Slides and related materials with any interested persons or entities;

C. To coordinate research, catalogue material and disseminate information about the history, uses, development and preservation of Magic Lanterns and Lantern Slides; and

D. To promote exhibitions and / or shows utilizing Magic Lanterns, Lantern Slides and related equipment, in known methods of use in as historically accurate a manner as possible.

### ARTICLE III

#### Section 1: Membership

A. Any interested person or entity who subscribes to and supports the purposes of The Society may become a member by applying on forms prescribed by The Society and by payment of the current year's dues. The Society shall provide for the following classes of membership and shall fix the terms of each such class.

B. Individuals shall be termed Regular Members and shall be for an annual term;

C. Other entities, societies, organization, libraries or educational institutions shall be termed

Institutional Members, and shall be for an annual term;

D. Regular and Institutional Members engaged mainly in the buying and selling of Magic Lanterns, Lantern Slides and related material shall be termed Commercial members and shall be for an annual term;

E. Individuals deserving of special recognition by virtue of long service, outstanding contributions or extraordinary action in the field of collection, publication or who have brought significant attention to the Magic Lantern or related material, upon unanimous recommendation of the officers of the Society shall be termed Honorary Life Members for life;

F. The original founders of The Society shall be termed Founding Charter Members of the Society and the term shall be for life.

G. Past Presidents of The Society shall be so designated and the term shall be for life.

H. Student Memberships: Individuals engaged in formal academic study from elementary school through university post-graduate work, for more than one-half of full time, shall be termed Student Members and shall be for an annual term.

### Section 2: Limitation of Rights

No member or officer of The Society shall use such membership or authority for the acquisition of any item for personal gain. No member or officer of The Society shall be authorized to use any materials of The Society, including but not limited to membership card, letterhead, envelopes or logo in the acquisition of any items or materials for personal gain. Proof of such activity shall result in a hearing by then current officers and may result in termination of membership.

### Section 3: Voting

There shall be one vote per individual membership

Ballots shall be issued and votes returned by US Mail, hand delivery, or electronic means, unless otherwise noted in these Bylaws.

Voting shall be determined by a simple majority of the votes received from members. unless otherwise noted in these Bylaws.

## ARTICLE IV

### Section 1: Officers

The officers of The Society shall be (a) President, (b) Vice-President, (c) Secretary and (d) Treasurer. The offices of Secretary and Treasurer may be combined.

### Section 2: Election of Officers

The Immediate Past President shall solicit a slate of nominees by telephone, mail or electronic

communication. Voting shall be prior to the biennial general meeting. If the voting for any office results in a tie vote, a re-vote shall be conducted at the general meeting by the voting members present. Should the Immediate Past President be unwilling or unable to serve, the Board shall appoint a past officer who is not running for office in the current term to solicit nominees. Nominees shall be Members of the Society at the time of their nomination.

### Section 3: Terms of Office

The term of office shall be two years, without term limits, except that the President may serve only two consecutive two-year terms for a total of four years. Such terms and restrictions do not apply to interim appointments. Officers shall be Members of the Society throughout their term in office.

### Section 4: Duties of Office

The officers of The Society shall perform such duties and shall have such powers necessarily pertinent, customary or usual pertaining to their respective offices. In the event of the inability for any reason of an officer to act, the line of succession shall be as listed in Article IV, Section 1. In the absence of the President, the next ranking officer present shall preside at any announced general meeting of the members.

### Section 5: Board of Directors

The Board, as referenced in these Bylaws, shall consist of the current officers of The Society. Additional numbers may be added to the Board by vote of the general membership at a general meeting.

## ARTICLE V

### Section 1: Fiscal Year

The fiscal year for The Society shall be synonymous with the calendar year, January 1 through December 31 of each year.

### Section 2: Dues

A. Annual membership dues shall be payable on January 1 of each year to the The Society Treasurer. Dues shall be as periodically set forth in a table by the Board following a vote of all members.

B. Honorary Life members pay no dues.

C. Past officers pay regular dues.

D. Written notice shall be sent to each member whose dues are unpaid by March 1, and if such dues remain unpaid by April 1, the respective membership in The Society shall cease on April 1 unless otherwise excused by the Board.

E. No member shall be entitled to the privileges of The Society so long as dues remain unpaid.

F. Re-admittance into The Society shall be by application as set forth in Article III, Section 1.

### Section 3: Residency

Members permanently residing outside the United States shall pay the same dues per membership class as members residing within the United States, but The Society reserves the right to surcharge for additional postage and money transfer service charges to locations outside the United States.

### Section 4: Financial Affairs of The Society

A. A statement of financial condition and accounting balance sheet will be sent by The Society Treasurer to the Board by January 31 of each year, and will include income by type and amount, expenses by amount and to whom paid, holdings of The Society in goods for sale, collected items, cash and monies in accounts in named banks. A summary of the financial report shall be provided to all members in the next regular publication of the Society that is issued following January 31 of each year.

B. No part of the assets or income of The Society shall inure to the benefit of any individual Member, director, officer or other private individual and/or dissolution, except that then current officers of The Society shall be authorized and empowered to pay reasonable compensation for services rendered and to make such payments and disbursements as necessary in furtherance of the stated purposes of The Society. All monies and other property received by The Society from any source shall become a part of the assets of The Society and shall be held and administered to effectuate its stated purposes.

## ARTICLE VI

### Section 1: Amendments to Bylaws

The Bylaws of The Society may only be changed, amended or modified by publication to all members of a proposed change, amendment or modification and with written request for approval or adverse comment in writing. Any change, amendment or modification shall become effective immediately, upon a simple majority of votes returned from members.

## ARTICLE VII

### Section 1: Dissolution of The Society

The Society may be dissolved only after due written notice to all members, setting forth the intention to do so, the reason(s) for such intended dissolution, and upon receipt of signed agreement to such dissolution from a two-thirds majority of votes received from members. In the event of such dissolution, all property and assets of The Society, after satisfaction of all liabilities and expenses, shall be distributed to any charitable institution falling within the criteria set forth in the United States Internal Revenue Code Section 501(c)(3).

# Tips on Giving Magic Lantern Shows

**by Terry Borton**

Editor's Note: *This article continues a series of short Tips on how to improve your magic-lantern shows. Terry Borton's American Magic Lantern Theater (AMLT) has given more than a thousand shows over the last 25 years, from Podunk to Lincoln Center. He says he's also made a thousand mistakes, and hopes these Tips will help you make a few less.*

## # 8. Music

Music has always been a part of magic lantern shows; many of the illustrations of early shows depict a musician of some sort working along with the lanternist. Music is not essential, but it certainly helps make a show.

For our family shows up at a camp in the Adirondacks, we use pots and pans as our instruments — one pot and spoon for every kid in the family. What a racket we make! The kids love it.

When I started out doing small shows, I had no musician, and since I have no musical talent myself, I went for sound effects: a bell, a clacker, a thunder sheet, a duck call, a train whistle, a sliding whistle, a chain and board, a starting pistol. Now, years later, doing professional shows, I still use some of those noise makers.

My first music was canned - tapes that I slipped in and out of a recorder. For small shows, you can do that very easily now with YouTube, and a little speaker hooked to your IPhone. There are also sophisticated systems for switching in and out of recorded music, such as was used at the former Magic Lantern Theater near Lancaster. They're no substitute for a live musician, but they can sound just fine, and they can be a lot less expensive.

*Long-time AMLT pianist/singer Nancy Stewart, still cracking up when seeing her 767th ratcatcher.*

**Live Musicians:** If you're musical yourself, great, you've got a musician. If you're not, you have to find someone. Very early, back in 1985, I was lucky enough to find Nancy Stewart (pictured below), a wonderfully accomplished pianist and operatic soprano. (I tease her that we've performed together a third of the way back to Queen Victoria's time.)

I did not have enough work to support a singer full time, so Nancy needed a "day job," which meant she couldn't necessarily work when I needed her. As a result, I built up a small roster of singers in Connecticut who worked with me for many years.

Recently, however, my wife and I moved to Pennsylvania, and I had to find new singers/pianists. That's not as easy as you might think. I wanted a classically trained operatic voice, beautiful enough to lift an audience from their seats. Not easy to find. Nor is it easy to find a singer who can also play the piano well. And not every young lady (or not so young), is willing go wandering alone around the country with some grey geezer. For my part, I'm not willing to be cooped up in the car with someone I don't like, no matter what the talent. So, I kept hunting. I tried an ad in *Classical Singer;* I called the music schools; I called the local colleges. I interviewed quite a few people. No luck. What finally succeeded was talking with the church music directors. Now I have two excellent local singers who have worked out very well. Those church music directors are your best bet for finding a musician.

**The Musician's Role:** In our shows, the musician performs underscoring for the spoken drama, sings solos, and leads sing-alongs. It's very much a participatory role. Several candidates I interviewed had good musical skills, but seemed to lack this ability to "connect." So sorry.

Another important skill is the ability to improvise. The underscoring for the show consists of Victorian songs that I selected, and then reviewed with

Nancy to pick the finals. (You can find lots of Victorian song books in the library.) The songs can be played “straight,” as underscoring, and that’s satisfactory, but Nancy has the ability to improvise from them - speeding up if I’m going faster, slowing down for drama, dropping out sections or repeating phrases or composing on the fly for emphasis. At our best, she and I were weaving together music and words in a duet, down to the syllable level. I doubt that the audience is specifically aware of that, but I certainly think they feel, and respond to, the dramatic impact. That’s what to shoot for.

**Next Time:** The Script

**MEMORANDA FOR A LANTERN DISPLAY**

Lantern: Condenser, projection lenses, support.

Jet: Limes in box, tubing, needle for nipple (dissolver and tubing).

Lamp: (Wicks trimmed, oil with camphor, scissors).

Pressure-boards: Weights.

Bags: Bag-taps (back-pressure valves).

Cylinders: Regulators, key, spanner.

Screen: Screen-frame, cord, tape (curtains), a few staples or brass hooks with screw.

Reading-lamp: Signal, manuscript or book, list of slides in order for lecturer.

Slides in box: List of slides in order - for lanternist.

Miscellaneous: Gas pliers, hammer and nails, screw driver and screws, gimlet and bradawl, instrument to bore out lime-hole, file, extra tubing, matches, tape measure. Lubricate taps of jet and bags (see that gas way of jet is clear).

For Oxygen Making: Retort, retort neck, tubing, oxygen mix-ture, heating stove and tube if for gas, purifying bottles-one or two-metal tubing for same, rubber tubing for same, alkali.

Squeeze all air out of bag, lubricate tap, leek for bag, bag marked O.

For Hydrogen: Generating bottle, scrap zinc, acid, purifier, metal tubing, rubber tubing, or large tubing and metal cone or "adapter" to join gas supply from main of building to the H bag, gas pliers and wrench.

Squeeze air out of bag, bag marked H.

Note: Never put grease or oil on metal fittings of cylinders, nor on regulators nor gauges.

*From 'The Optical Lantern' by Andrew Pringle, London 1899.*

*List of what the Victorian lecturer should always take on his travels.*

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**Magic Lantern Society of US & Canada (abbreviated to MLS herein) and Editorial Policy.**

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Note: As a Society, MLS does not give valuations nor takes responsibility for advice or guidance, nor implies any form of guarantee for the accuracy or consequences arising from information so given.

# The Magic Lantern Calendar – December 2021

**Events**

December 5-31, 2021, ***The Magic Lantern and the Story Thief,*** Soapbox Theatre, Plymouth, England.

December 12, 2021, ***A Christmas Carol – Magic Lantern Show,*** Duston Community Centre, Pendle Road, Northampton, England.

January 22, 2022, ***Annual General Meeting,*** Magic Lantern Society, London, England.

April 2022, date TBA, ***In-Person meeting of the Magic Lantern Society of the US and Canada, North-East,*** planning for the next MLS convention, meeting to be held at the Institute for Industrial Art and History, North Andover, MA. Contact MLS Vice President Karl Link for details: singslipslidesong@gmail.com.

April 29 – May 1, 2022, ***11th International Magic Lantern Convention,*** Magic Lantern Society, Birmingham and Midland Institute, Birmingham, England. Early registration through February 28, 2022 at http://www.magiclantern.org.uk/convention2022/booking.php.

May 5 –7, 2022, ***The Magic Lantern in Leisure, Entertainment and Popular Culture,*** B-Magic Final Conference, Antwerp Belgium. Pre-conference Event at CINEMATEK Brussels, May 4, 2022. See https://www.uantwerpen.be/en/projects/b-magic/final-conference/.

June 24-26, 2022, ***IDMAA Media Art Exhibition 2022: Weird Media,*** Winona State University, Winona Minnesota, submission deadline February 1, 2022, http://idmaa.org/conferences/idmaa-2022-weird-media/exhibition-2022-weird-media/.

September 2022, ***Magic Lantern Convention,*** Magic Lantern Society of the US and Canada, Cleveland OH. Dates TBA.

**Exhibits**

Ongoing, ***The Path to Cinema: Highlights from the Richard Balzer Collection,*** Academy Museum of Motion Pictures, Los Angeles CA USA. 9,000 magic lantern objects collected by former MLS president Richard Balzer.

Through December 4, ***Victorian Leisure: Virtual Victorians,*** Daventry Museum, Daventry Northamptonshire, England.

Through April 2022, ***Packaged Black,*** "Rotating Lantern", Henry Art Gallery, Seattle, WA.

Through December 2026, ***The Story of the Moving Image,*** Australian Center for the Moving Image, Melbourne Australia. From magic lanterns to the latest in interactive technology.

**Online**

***Magic Lantern Performing Group,*** Improve your skills every other Thursday on Zoom. Contact Terry Borton: tborton@magiclanternshows.com.

***De Luikerwaal Dutch Virtual Museum,*** https://www.luikerwaal.com/. Magic lantern history, pictures, stories.

***Lucerna – the Magic Lantern Web Resource,*** online database collaboration covering all aspects of magic lanterns. http://lucerna.exeter.ac.uk/.

***The Museum of American Magic Lantern Shows,*** 5-minute intro, 10-minute Highlights Tour, 30-minute In-Depth Tour and Kids' Page. www.magiclanternmuseum.com.

*To add your magic lantern show, exhibition, or other event to our calendar, or to list your show for potential bookings, drop a line to briandrogers@gmail.com.*

## Classified Advertisements

# Wants

**WANTED**

English collector looking for figurines depicting itinerant lanternists and peepshowmen – examples shown here.

If you have any such pieces that you would like to sell please contact Mike Smith – kime1944@gmail.com

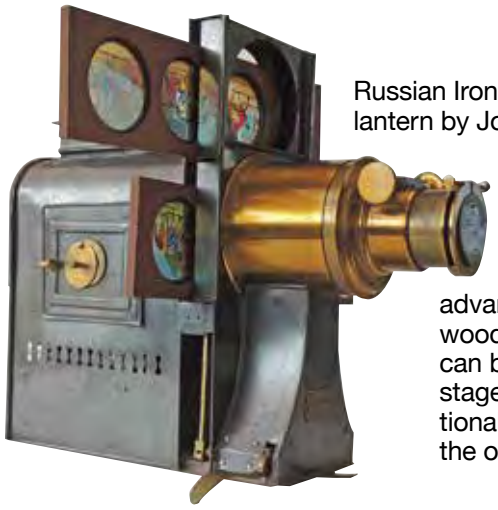
**WANTED**

A pair of 8" focal length projection lenses in 63mm diameter plain tubes. Also a pair of projection lenses engraved 8 IN EQUI also in 63 mm tubes (I have focussing sleeves for these) or a single similar lens in 2 1/16" (52mm) tube.

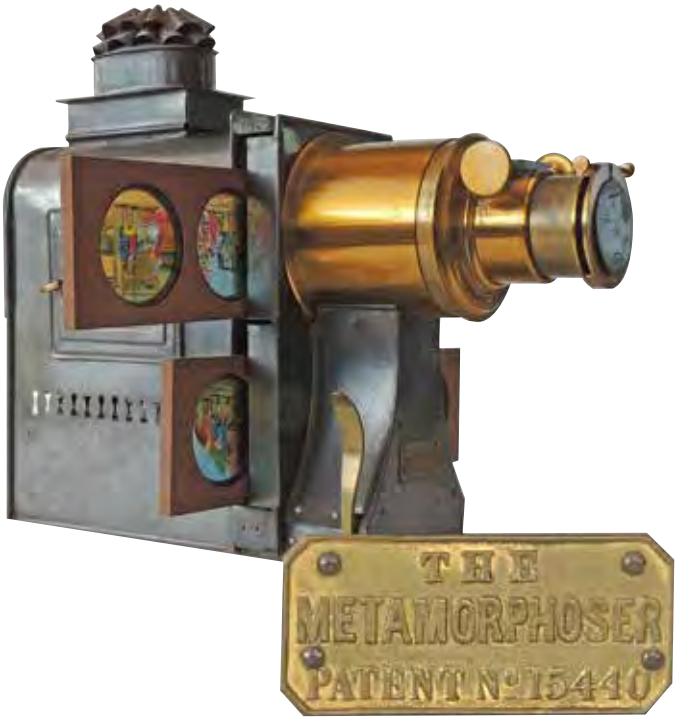
A conical Ernst Plank chimney with a brass flared bell top, 2 1/2" across the bottom.

Contact Lindsay Lambert - m.lindsaylambert@gmail.com

# Sales



Russian Iron Metamorphoser lantern by John Wrench & Son, London. The design was introduced by W C Hughes in 1888. The advantage is that a wood mounted slide can be placed in one stage and a conventional slide carrier in the other, so that the types of slides can be mixed during the presentation. It comes with an electric lamp holder. Circa 1890.




Price $350.
Contact David Evans,
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